

INSIDE

Spirits



Winter 2006, Volume 9, Number 4

Balancing effective public safety, excellent customer service and a reliable source of revenue.

Eighty-Three Year Old Retiree Works for ABC



Milton Adams keys in the price for a sale at Store 242.

By Beth Straeten

Earning a score of 83 on your high school trigonometry test, average. Working as a part-time sales associate for an ABC store at the age of 83, not-so-average.

Milton Adams began working for Store 242 in Richmond in 2001. November 11, 2006 marked his fifth year with the agency. "While Adams is scheduled to work 32-hours a week, he is always willing to come in on his day off," said Store 242 Manager Becky Anders. Anders also said that Adams has never called in sick and always reports on time. Coworkers call Adams the "licensee king" because he pulls every licensee order that comes in during his shift. ABC customers will even wait in Adams's line for the opportunity to speak with him.

Born in Kenosha, Wisconsin, Adams came to Richmond in 1946 as an entrepreneur and began the Piney Road Grocery with his brother. In 1955 he opened a pawnshop. "I have been in the retail business all of my life," commented Adams. After retiring in 1987, Adams sought out a position where he could use his customer service knowledge while interacting with different types of people. While shopping in the Willow Lawn ABC store one day, he spoke with a previous manager about a part-time job opening. He applied and the rest is history.

Chances are when you get up in the morning; you drink coffee and eat your breakfast. Not Adams, he walks 3.3 miles every morn-

ing before coming to work. If it rains, he walks with an umbrella. A world traveler, Adams's favorite visit was a trip to Tibet and Nepal.

Adams enjoys working for ABC and revels in interacting with the customers and engaging in witticism with his younger coworkers. Today, his workweeks are shorter, but he has the same spirit as when he was 18. "The secret to a long and happy life is having young friends," commented Adams.

Vassar Attends Historic Dedication Ceremony



Chair Vassar greets Prince Andrew at the dedication ceremony of the George Washington Mount Vernon Distillery.

Chair Esther H. Vassar attended the dedication ceremony of the George Washington Mount Vernon Distillery at historic Mount Vernon on September 27. His Royal Highness, Prince Andrew, The Duke of York joined Chair Vassar, along with other public officials and leaders of the Scottish American spirits industry to celebrate the dedication of the restored distillery.

The Duke, who cut the ribbon at the event, was present to celebrate the close Scottish-U.S. ties and to pay tribute to Scotland's connection to George Washington's distillery.

"Words cannot express how grateful we are to the ABC Board and to your staff for the generous support you have given to the entire Mount Vernon project," said Distilled

continued on page 3

ABC Has Eighth Record-Breaking Year



Esther H. Vassar

ABC had a remarkable eighth record-breaking year in Fiscal Year 2006 by reaching \$572 million in annual gross sales.

Customers surveyed this year indicate that 91 percent are very satisfied with overall customer service, 95 percent say that the service is prompt and 93 percent describe ABC stores as clean and attractive.

Efficiency increased with the completion of a major multi-million dollar warehouse automation project. The new system provides for the efficient flow of items from arrival at the warehouse to delivery in the stores. The system is capable of processing 20,000 cases in a day. This enhancement will meet the demands of an ever-growing network. At the end of Fiscal Year 2006,

the agency had 312 stores in operation and today, we have 319 stores.

In April 2005, a federal judge ruled that the statute limiting ABC stores to Virginia wines to the exclusion of those from other states was unconstitutional and Virginia ABC stopped purchasing wines at that time. Farm winery interests this year unsuccessfully attempted to get legislation passed opening Virginia's state stores to wine from other states. In September 2006 the U. S. Court of Appeals for the Fourth Circuit reversed the ruling and plans began for selling Virginia wines in our stores again.

While enforcing criminal and ABC laws in more than 14,000 licensed establishments, ABC's Bureau of Law Enforcement takes an active role in promoting compliance for licensees. Statistics reflect that the number of written warnings and violation reports issued by our special agents is very

close to the number of training sessions offered to citizens and licensees.

ABC continues to lead the Commonwealth in alcohol prevention and community education initiatives and provides thousands of dollars in grant funding to enhance community and university coalitions. Highlights of Fiscal Year 2006 include the awarding of rural law enforcement community grants, a first for us in providing this type of grant to rural communities. Another ABC accomplishment is the nationwide distribution of *Solving the Puzzle of Underage Drinking*, a booklet that compiles "Best Practices" in alcohol education.

For Fiscal Year 2006 and beyond, we remain committed to balancing control, service and revenue to benefit the citizens of Virginia.

Strategic Spotlight:

By Dorothy Hollahan

Forty-three Percent Participate in 2006 Survey

In September 2006, the Survey of Organizational Excellence was distributed to all ABC classified and wage employees in the form of a paper-based or Web-based survey. Forty-three percent of employees responded to the survey, up from thirty-six percent participation in 2004.

The 2006 ABC survey was revised and reorganized to include the criteria for excellence of the Virginia Senate Productivity and Quality Award program (SPQA). All of the survey questions were linked to four themes for analysis relating to leadership, customer service, communication and human resources.

When asked to best describe the mission of the agency, sixty-four percent of employees named the three-fold mission of control, service and revenue. Other employees indicated a single focus: public safety (three percent), customer service (twelve percent) and revenue generating (twenty-one percent).

As to overall satisfaction with ABC as a

place to work, eighty-five percent of employees indicated satisfied or extremely satisfied and fifteen percent indicated dissatisfied. Eighty-one percent of employees would recommend ABC as a place of employment.

The greatest organizational strengths expressed by employees were related to customer service. Employees overall had a good sense of who their customers are. Employees are also motivated to meet or exceed customer expectations and noted that high quality service is a priority. Wholesale/Retail Store employees indicated senior leaders communicate high expectations for performance.

Agency-wide, ninety-three percent of employees know how their position contributes to the mission of the agency, up from seventy-one percent in the 2004 survey. Additionally, eighty-five percent of agency-wide employees are clear as to how their work impacts others in the agency, up from seventy-one percent in 2004.

Opportunities for improvement are relayed through agency-wide communication. Employees indicated there is a need to improve the process to receive and respond to requests and information between employees and leadership. Also, agency-wide communication could improve on work unit performance and how the organization is performing. Employees also indicated they would like more opportunities for training for two reasons, to do their jobs better and for career development.

In January the full report and a summary brochure will be available for all employees. Results of this survey and opportunities for improvement will be discussed in the five-year strategic planning process of the Leadership Forum between January and March. Stay tuned for further information.

Ceremony continued from page 1

Spirits Council President Peter H. Cressy.

The highlight of the event was a special tasting and auction of commemorative bottles of both George Washington's Distillery Vatted American Whiskey – a blend of America's best-known Bourbons and whiskeys, vatted, aged and hand-bottled on the grounds of Mount Vernon; and George Washington's Distillery Straight Rye Whiskey – made from George Washington's recipe for the first time since 1799.

The reconstructed distillery marks the only historic site in the country capable of showing the early American distilling process from seed to barrel. It will also serve as the "Gateway" to the American Whiskey Trail, a cultural heritage and tourism initiative of Historic Mount Vernon and the Distilled Spirits Council, when the distilling museum opens to the public in April 2007.



Prince Andrew and Chair Vassar exchange comments at the ceremony.

ABC Sponsors Twenty-First Annual College Conference

By Marisa Harris

ABC held the 21st Annual College Conference, Putting it All Together: Piece-by-Piece, in Virginia Beach on November 3. Staff from the Education section assisted at the conference, which was attended by 234 participants representing approximately 27 colleges throughout the country. Chair Vassar presented opening remarks and Assistant Director of the Office of Health Promotions Linda Hancock at Virginia Commonwealth University gave the opening address. Over 15 educational breakout sessions were offered along with four informational and entertaining keynote speakers who spoke about health and safety concerns related to underage and high-risk drinking.

During lunch on Friday, November 3 conference attendees participated in a lively "brain-buster" session that tested conference-goers' networking skills. An annual resource fair gave participants the opportunity to share ideas and meet lead-

ing prevention colleagues all in one place.

On November 3, Ruthie Alcaide, from MTV's *Real World Hawaii*, captivated attendees by speaking frankly about her battle with alcoholism and her life altering choices while filming the reality show. Comedian Rene Hicks shared her personal story and informed participants about the importance of humor dealing with life challenges. Elaine Pasqua gave the closing keynote address, which proved to be a fascinating end to a high energy, fun and interactive conference. Pasqua spoke to students about reassessing goals and evaluating negative factors associated with high-risk drinking behaviors.

The conference was presented by ABC in conjunction with the Virginia College Alcohol Leadership Council and was funded by a grant from the Virginia Department of Motor Vehicles. Each year the event seeks to provide a common ground for students, campus staff and faculty, community leaders, coalition

members, community prevention professionals, campus and local law enforcement, counselors and campus alcohol and other drug coordinators by focusing on alcohol abuse prevention.



College Conference speaker and former MTV *Real World* cast member Ruthie Alcaide challenges students to "get real" about alcohol prevention.

Do you have a coworker that you would like to see featured in a future edition of the *Inside Spirits*? Please send ideas to beth.straeten@abc.virginia.gov.

ABC Employees Receive Service Awards

The best sources for advice on making a career in public service are the people who have accomplished the goal. Over 117 ABC employees received service awards in the fall of 2006 in recognition of their dedication and service to the agency and to the Commonwealth.

Employees who were honored with an award were invited to attend a luncheon in proximities closest to their regions of employment. Governor Tim Kaine surprised southwest attendees at the luncheon held in the Hotel Roanoke when he stopped by after a previous engagement. Kaine thanked employees for their exemplary commitment to public service. Board Members attended all four luncheons held in Suffolk, Dulles, Richmond and Roanoke. "The awards banquet was a tribute to all employees who enhance the quality of life for Virginians through a commitment to excellence," said ABC Board Members.

Listed below are the ABC employees who have accumulated five or more years of service to the Commonwealth.

5 Years of Service

Charles H. Austin, Wholesale/Retail Operations
Steven M. Baffuto, Bureau of Law Enforcement Operations
Brayant Bekely, Wholesale/Retail Operations
Dana M. Bomar, Wholesale/Retail Operations
Orlando Caraballo, Bureau of Law Enforcement Operations
Lonnie L. Cole, Wholesale/Retail Operations
Samar K. Das, Wholesale/Retail Operations
Arthur B. Ditzel, Wholesale/Retail Operations
Lynnette Geter-Rivera, Wholesale/Retail Operations
Rebecca V. Gettings, Public Affairs
Wanda M. Greene, Wholesale/Retail Operations
Sudath K. Gunasekera, Wholesale/Retail Operations
Ashok K. Gupta, Wholesale/Retail Operations
Alonzaben Harris, Wholesale/Retail Operations
Ronalda M. Johnson-Coleman, Wholesale/Retail Operations
Kevin K. Jones, Wholesale/Retail Operations
Thomas W. Kirby, Bureau of Law Enforcement Operations
Roxanne M. Lester, Wholesale/Retail Operations
William T. Loper, Information Technology Services
Patricia C. McMickens, Wholesale/Retail Operations
Dwight A. Mehring, Internal Audit
Nathan L. Osburn, Bureau of Law Enforcement Operations
Lenora A. Parks, Wholesale/Retail Operations
Donna D. Pugh, Wholesale/Retail Operations
Kevin K. Richardson, Wholesale/Retail Operations
Colonial W. Robinson, Information Technology Services
Clarence Ross, Wholesale/Retail Operations
Shaun M. Sharpe, Wholesale/Retail Operations
Donna J. Shiflett, Bureau of Law Enforcement Operations
Vincent D. Smith Jr., Wholesale/Retail Operations
Sankar Talapatra, Wholesale/Retail Operations
Allen W. Taylor, Wholesale/Retail Operations
Raymond Taylor, Wholesale/Retail Operations
Kevin D. Weatherholtz, Bureau of Law Enforcement Operations
Kermit L. Wilkerson, Wholesale/Retail Operations
Timothy H. Wood, Wholesale/Retail Operations
Curtis T. Woodley, Wholesale/Retail Operations
Steven M. Zimney, Wholesale/Retail Operations

10 Years of Service

Robert P. Beisheim, Bureau of Law Enforcement
Barbara J. Bess, Wholesale/Retail Operations
Virginia C. Cobb, Wholesale/Retail Operations
Scotty L. Jones, Wholesale/Retail Operations
Donna L. Lanno, Financial Management Services
Judith-Ann M. Liddelow, Financial Management Services
Roy O'Connell, Bureau of Law Enforcement
Sherida D. Page, Wholesale/Retail Operations
Crystal L. Payne, Wholesale/Retail Operations
Thomas G. Pond, Bureau of Law Enforcement Operations
John P. Shyburgh, Wholesale/Retail Operations
Pamela Y. Smith, Wholesale/Retail Operations
Roy D. Spence, Property Management Services
Crystal W. Stephenson, Human Resources
Donna L. Tuten, Hearings, Appeals & Board Administration
Esther H. Vassar, Board Administration
Tracy L. Westfall, Hearings, Appeals & Board Administration
John E. Williams, Wholesale/Retail Operations
Phyllistine E. Willis, Wholesale/Retail Operations

15 Years of Service

Julie T. Byrne, Information Technology Services
Gary W. Collier, Bureau of Law Enforcement Operations
Robin H. Fox, Wholesale/Retail Operations
Tonya B. Haller, Financial Management Services
William V. Henley, Property Management Services
Beverly I. Whitmer, Bureau of Law Enforcement Operations

20 Years of Service

Danny J. Bennett, Bureau of Law Enforcement Operations
Harry S. Berry, Wholesale/Retail Operations
William C. Coleburn, Board Administration
Richard C. Hollis, Wholesale/Retail Operations
Dan J. Lowe, Wholesale/Retail Operations
Joyce E. Lowry, Wholesale/Retail Operations
Mary W. McDermott, Bureau of Law Enforcement Operations
Mary L. Ridley-Tucker, Bureau of Law Enforcement Operations
David E. Seay, Bureau of Law Enforcement Operations
Teresa A. Sutton, Human Resources

Service Awards continued

Joyce A. Sutton-Reed, Bureau of Law Enforcement Operations
John C. Vanderland, Financial Management Services
Linda C. Wine, Public Affairs
Ronald B. Young, Property Management Services

25 Years of Service

Lillie M. Bailey, Wholesale/Retail Operations
Alfred A. Bethel, Wholesale/Retail Operations
Phillip C. Bowles, Bureau of Law Enforcement Operations
Patsy J. Buck, Wholesale/Retail Operations
Crawley C. Connelly, Wholesale/Retail Operations
Betty T. Cross, Bureau of Law Enforcement Operations
Sammy R. Dunn, Wholesale/Retail Operations
Scott M. Dwinelle, Wholesale/Retail Operations
Douglas E. Howard, Wholesale/Retail Operations
Maria R. Jeter, Wholesale/Retail Operations
Ray E. Leonard, Wholesale/Retail Operations
Richard R. Lynch, Information Technology Services
Thomas M. Nixon, Wholesale/Retail Operations
Howard B. Pettie, Wholesale/Retail Operations
Teresa L. Phares, Bureau of Law Enforcement Operations
Martin W. Reynolds, Wholesale/Retail Operations
Cathy E. Robinson, Financial Management Services
William H. Rountree, Bureau of Law Enforcement Operations
Pamela B. Tolley, Wholesale/Retail Operations

30 Years of Service

Robert B. Brown, Wholesale/Retail Operations
Robert T. Busby, Wholesale/Retail Operations
Ernest C. Elliott, Wholesale/Retail Operations
Roy L. Gallimore, Wholesale/Retail Operations
Florence E. Hunt, Bureau of Law Enforcement Operations
Clarence W. Jones, Wholesale/Retail Operations
Larry W. Lee, Wholesale/Retail Operations
Katherine M. Lewis, Wholesale/Retail Operations
Diann M. Liming, Wholesale/Retail Operations
James S. Mardre, Wholesale/Retail Operations
Thomas G. Moore, Bureau of Law Enforcement Operations
Christina H. Novak, Wholesale/Retail Operations
Charles T. Overstreet, Wholesale/Retail Operations
Rodney W. Roberts, Wholesale/Retail Operations
Gary W. Robertson, Wholesale/Retail Operations
Luanne H. Ryan, Wholesale/Retail Operations
Richard G. Seeley, Wholesale/Retail Operations
Rubin E. Story, Wholesale/Retail Operations
William R. Wheeler, Wholesale/Retail Operations
David E. Wingold, Wholesale/Retail Operations

35 Years of Service

Terri E. Phillips, Financial Management Services
Gary L. Rider, Wholesale/Retail Operations

40 Years of Service

James E. Brice, Wholesale/Retail Operations



Governor Tim Kaine mingles with attendees at the Roanoke service awards ceremony on October 4.



James Brice stands outside of the Central Office and has served the Commonwealth for over 40 years.



Gary Rider, left, and Terri Phillips are recognized for 35 years of service.

Names In The News

Effective August 31, 2006 — November 30, 2006

Compiled by Kathy Lawhorne of Human Resources.

NEW HIRES

Allen, Orlando L.
Store & Warehouse Specialist
II, Wholesale/Retail
Operations

Braund, Christine M.
Retail Specialist II
Store 314, Richmond

Chandler, Julie C.
Retail Specialist II
Store 122, Staunton

Chhetri, Jiwan
Retail Specialist II
Store 219, Vienna

Childs, Janet B.
Retail Manager I
Store 075, Stephens City

Darden, Shavior L.
Retail Specialist II
Store 165, Chesapeake

Devito, Gina M.
Retail Specialist II
Store 103, Thornburg

Hamilton, Renee C.
Retail Specialist II
Store 314, Richmond

Hawke, Kelly A.
Retail Specialist II
Store 334, Mechanicsville

Hemmingson, Kendra E.
Trainer Instructor III
Human Resources/Training

Horgan, Margaret M.
Retail Specialist II
Store 323, Purcellville

Huffman, John W.
Retail Specialist II
Store 152, Farmville

Lumpkin, Christopher M.
Info. Technology Specialist III
ITSD - Enterprise System
Support

Martin, Patricia A.
Retail Specialist II
Store 242, Richmond

Moore, Keith F.
Retail Specialist II
Store 310, Hopewell

Morse, Stephen D.
Retail Specialist II
Store 314, Richmond

Driver, Kimberly
Auditor II
Internal Audit

Opoku, Felix A.
Retail Specialist II
Store 203, Alexandria

Rennie, Kim J.
Retail Specialist II
Store 056, Winchester

Richardson, Brian L.
Retail Specialist II
Store 208, Ashburn

Rotz, Timothy C.
Info. Technology Specialist I
ITSD - Technical Support

Rudiger, Teresa L.
Retail Manager I
Store 223, Exmore

Saunders, Gail A.
Retail Specialist II
Store 312, Suffolk

Scarlett, Carolyn D.
Retail Specialist II
Store 263, Norfolk

Searls, Lorie A.
Retail Specialist II
Store 329, Culpeper

Seelen, Timothy M.
Retail Specialist II
Store 045, Springfield

Talmadge, Virginia L.
Retail Specialist II
Store 207, Glen Allen

Vass, Larry E.
Retail Specialist II
Store 226, Norfolk

Waldron, Tammy M.
Retail Specialist II
Store 115, Roanoke

Walther, Sandra M.
Retail Specialist II
Store 307, Virginia Beach

Watson, Kimberly S.
Info. Technology Specialist II
ITSD

Williams, John R.
Retail Specialist II
Store 349, Chesapeake

Zlatkin, Gennadiy Y.
Info. Technology Specialist II
ITSD

PROMOTIONS

Cotton, James F.
Retail Manager III
Wholesale/Retail Operations

Debreaux, Michelle R.
Retail Manager II
Store 128, Norfolk

Knuth, Joby
Info. Technology Specialist III
ITSD - Enforcement Systems
Support

Lintecum, Cecil L.
Supervisor I/Coordinator I
Enforcement/License Records

Pahal, Tejbir S.
Retail Manager II
Store 224, Chantilly

Proctor, Jeffrey N.
Retail Manager II
Store 310, Hopewell

Rogers, Laura K.
Retail Manager II
Store 169, Richmond

Wade, Lilly G.
Retail Specialist II
Store 191, Rocky Mount

RETIREMENTS

Cecil, Judy L.
Retail Manager I, Store 239,
Bowling Green Retired
11/1/06, 5 years of service

Edwards, James E.
Law Enforcement Manager I,
Enforcement, Chesapeake
Retired 9/1/06, 18 years of
service

Lewis, Katherine M.
Retail Manager I, Store 198,
Tappahannock
Retired 10/1/06, 30 years of
service

Russell, James C.
Law Enforcement Officer III,
Enforcement, Richmond
Retired 10/1/06, 20 years of
service

TECHNOLOGY TIP



The technology tip is provided by Senior Training and Development Coordinator J.R. Noble

Hiring Managers Can Locate Instructions for Applicant Tracking Software on MyABC

According to the Human Resource Division, nothing beats good old-fashioned attention-to-detail, specifically when it comes to filling out the first day hiring forms. This past August, ABC deployed a new software package that helped to eliminate the time it takes to find, process and hire new employees, while also reducing the amount of paperwork. The Applicant Tracking software is important because ABC hires around 1,000 part-time employees each year. No matter how well the software works, if the new employee enters incorrect information like his or her name, or date of birth and the hiring manager does not catch the mistake, the process will come to a grinding halt while the Human Resources Division corrects the discrepancy.

Find the correct procedures for Applicant Tracking in MyABC

1. Log onto MyABC
2. Click on Apps tab and then select Apps Track Manual
3. Detailed instructions with pictures will appear
4. Store managers can locate instructions in SOP 403-0010

Employee Snapshots



Charlottesville Special Agent Kevin Davis, front right, and Special Agent in Charge Roger Stevens discuss ABC's enforcement role with University of Virginia students for their senior thesis.



Commissioner Susan R. Swecker delivers a speech about the "Social Computing Era" at a Best in Virginia Awards dinner for communicators in Richmond.



Central Virginia Campaign (CVC) managers, left to right Bonnie Goldberg, Allison Johnson and Faith Richardson display a selection of items that were featured during ABC's 2006 CVC silent auction. At press time, ABC employees had raised a little over \$15,000. The campaign was extended to December 15 and the final results will be reported in the next issue.



Store associates at Store 300 stand by the aesthetically pleasing decor for the holiday season. Pictured, left to right, Cy Young, Donna Armstrong, Dale Raubenstine and kneeling, Manager Larry Parker.



At a retirement party for Rick Rinker, sitting, the Charlottesville Regional Office presented him with a plaque that holds the three badges of the agencies he worked for during his law enforcement career: ABC, Virginia State Police and Shenandoah County Sheriffs' Office.



Will Moore/Public Affairs

CARTOON CAPTION CONTEST

Each quarter there will be a cartoon in need of a caption. You, the reader, submit your caption by e-mailing beth.straeten@abc.virginia.gov by February 26. One finalist will be chosen and his/her caption will appear in the following issue of the *Inside Spirits*. Please note, the caption must be 25 words or less.



Fall Contest Winner

"The cat's got my tongue, reach me by cell." Matt Ritter of the Internal Audit Division.

Employees Speak

In the war of the computer worlds, do you prefer a Mac or a PC for personal use?



Charlie Lintecum-License
Records Management

I prefer to use a PC. When the Mac first appeared, my school system wouldn't allow us to use them without a supervising teacher monitoring our usage. I developed a fear of Mac computers crashing at a young age, which has led me to prefer a PC for personal use.



Tanya Buresh- Board
Administration and
Financial Services

I have an art background and many in my field prefer a Mac computer. The software designed for Macs transforms photos, music and video into high-quality projects. Moreover, Mac computers offer a built-in firewall, that doesn't advertise its existence on the Net and isn't compromised within an hour of being turned on.

Inside Spirits is published quarterly for the employees of the Virginia Department of Alcoholic Beverage Control. If you have a story idea for *Inside Spirits*, please e-mail ideas to beth.straeten@abc.virginia.gov.

ABC Board:

Esther H. Vassar, *Chair*
Susan R. Swecker, *Board Member*
Pamela O'Berry Evans, *Board Member*

Newsletter Editorial Board:

Becky Gettings, *Director, Public Affairs*
Beth Straeten, *Editor, Public Affairs*
Linda Wine, *Layout & Design, Public Affairs*



Governor
Timothy M. Kaine